

## **News Information**

**FOR IMMEDIATE RELEASE**

**CONTACT:** Mary Gossart, Director of Education and Training  
(541) 342-6042 Ext. 13 (work) (541) 521-8707 (cell – message) (Diane,  
there could be confusion if the media get a voice message with Peggy’s name...  
either we can ask her to change the message to include me, or we can add the word  
“message” to the cell # on this release so there’s no confusion.)

Luncheon to discuss

### **Sex and the Media, Success Not Sensationalism**

**Rights, Respect, Responsibility®, Adolescent Sexuality: Lessons from Europe**

**WHO:** Planned Parenthood & The E.C. Brown Charitable Trust present  
Barbara Huberman, Dr. Wolfgang Mueller, & Anne Poutier

**WHAT:** Luncheons to discuss partnering with the media to reduce the rate of adolescent  
unintended pregnancy, sexually transmitted infections (and abortion - Diane, I  
question using this. I understand it’s a great hook, but the ad campaigns are really  
about HIV/STI prevention.)

**WHEN & WHERE:** **Eugene** - Monday, September 15<sup>th</sup> 11:30–1:30p.m. Downtown Athletic Club  
(Panel will be available to speak with the media at 10:00 a.m.)

**Medford** – Tuesday, September 16<sup>th</sup> 11:30-1:30 p.m. VIBES  
(Panel will be available to speak with the media at 10:00 a.m.) (Diane, Kellie may  
need to change this... I’m not sure what time they are finished at JPR)

**Portland** – Thursday, September 18<sup>th</sup> The RiverPlace Hotel  
(Panel will be available to speak with the media at 10:00 a.m.)

With pragmatism and unyielding commitment, Europeans have successfully shaped an  
approach to adolescent sexuality and behavior that has proved remarkably effective.  
*What are they doing? Can we learn from their experience? And does it make sense to  
explore and adapt these strategies to our own teen pregnancy prevention efforts here at  
home?*

With those questions in mind, Planned Parenthood Health Services of Southwestern  
Oregon (PPHSSO) will host luncheon forums during the week of September 15<sup>th</sup> in  
Portland, Eugene and Medford, in part to showcase and learn from western Europe’s  
clever and innovative mass media campaigns directed at the reduction of unintended  
pregnancy, sexually transmitted infections and abortion. (Diane, the ads that will be  
shown are all about condom use. The aim is HIV/STI prevention. A positive

consequence is reduced pregnancy and abortion, but the ads are not directed that these two issues. I just don't want to mislead.)

The luncheon event will include the following panel of professionals:

- Dr. **Wolfgang Mueller**, Director of AIDS and STD Prevention Department of the Federal Centre for Health Education, Germany and **Anne Poutier**, Co-Director of CyberCRIPS, France, will share highlights of their country's mass media efforts along with the history, evolution and ~~adaptability of these campaigns to other cultures;~~ effectiveness of these campaigns.
- Barbara Huberman, Director of Sexuality Education at Advocates for Youth in Washington DC, will talk about effective U.S. media efforts around sexual health issues;

Marketing and Media professionals ~~in Oregon~~ ~~all over the state~~ will be asked to consider, "Can we apply the lessons learned from Western Europe's mass media efforts? How do we work appropriately, effectively and in partnership with media in developing local campaigns around adolescent sexual health issues? And, **Can we do better?**"

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